

## **BLOOMFIELD TOWN COUNCIL**

### **GOLF SUBCOMMITTEE**

There was a **SPECIAL** meeting of the above referenced subcommittee held on **Thursday, October 30, 2014 at 6:00 p.m.** in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Rivers, Merritt and Seldon, Jon Colman, Brad Klein, Mark Jacobs and Ciaran Carr

Also present were: Dave Melesko, Director of Leisure Services

Absent was: Jerry Long

Guest: Bill Starkie

The meeting was called to order at 6:02 p.m.

### **APPROVAL OF MINUTES**

It was moved by Councilor Rivers, seconded by Councilor Merritt and voted unanimously to approve the minutes of September 22, 2014.

### **STATUS OF PROPERTY**

#### **September 2014 Financials**

Mr. Ciaran Carr, General Manager for the golf course gave a brief synopsis of September 2014 financial outlook. Revenues are down approximately \$70,000 compared to year-to-date. The payroll taxes and benefits are below budget. Non payroll expenses also have shown a savings of approximately \$11,000. The total savings compared to actual budget was \$13,000.

The Net Ordinary Income (NOI) was a large miss for the month of September reporting at \$34,000 over budget, \$64,000 less than last year.

Pass holder rounds are significantly up from prior year. This increase of additional pass holder play provides less inventory to sell. In addition, it was noted that growth on existing golf courses and their cheaper rates have affected Wintonbury Hills. Guest play rounds are also up 400 over prior year. Outing rounds down year to date and public rounds are 358 less over prior year.

The current Operating Cash Reserve is \$393,472.

Mr. Carr also stated that he would like to move forward in exploring the Barter Network opportunities. This network would be very beneficial to the course in obtaining trade services for golf play.

The initial draft of the golf course budget has been completed for 2015. In addition, maintenance concerns relative to the budget were presented to this committee. Mr. Mark Mansur has proposed the following course maintenance needs:

- Tree pruning and surgery - \$10,450.00
- Triplex units for the greens - \$110,768 (possible lease)

These expenditures will decrease the NOI by approximately \$20,000 - \$30,000

Mr. Carr also presented recent marketing promotions for the following events:

- Fern Fall Championship
- Renewal of pass holder memberships
- 2 for 1 golf specials
- Themed Dinner nights

There was some discussion regarding winter maintenance at the golf course. The committee consensus agrees that the Department of Public Works should plow the driveway at the golf course. In years past, Public Works would lend a small plow truck to the course for snow removal. Mr. Melesko reported that the Public Works department will provide the same service as last winter season with lending a truck for winter maintenance.

Mr. Jon Colman stated that the town should maintain its partnership with the golf course and provide the necessary winter maintenance. This course should be handled in the same manner as any other municipal property in town.

### **Status of Food and Beverage**

Mr. Carr reported that the Tap Inn will provide the following schedule for dining in this season:

- Wednesday, Thursday and Friday dinners – hours 5:00 – 8:00 p.m.
- Saturday and Sunday – hours 7:00 a.m. – 12:00 noon

The new regional food and beverage director of Billy Casper Golf visited the Tap Inn. He offered new ideas to increase revenues at the restaurant, i.e. corporate outings and events.

## **Annual Pass Holder Report**

Mr. Ciaran Carr presented information regarding Annual Pass Breakdown for the golf course. The committee evaluated each annual pass and its value to the course.

- The **Full Pass holder** rate should remain the same
- The **Weekday Pass holder** should also remain the same
- However, the **Senior Pass holder** – (60 years and older) should be eliminated and combined with the weekday pass.

Mr. Carr suggested a new rate for the combined pass of \$1550.00 (resident) and \$1950.00 (non-resident). This new suggestion would increase inventory to sell tee times.

Mr. Brad Klein inquired about tee time sales for weekends. Mr. Carr indicated and recommended a double tee system on weekends, which will increase quicker pace of play.

Mr. Colman suggested that the rate should be set at \$1600.00 (resident) and \$2000.00 (non-resident) for combined passes.

Mr. Mark Jacobs stated that the goal is to reduce the number of golfers playing however, the course will obtain a higher quality player to produce more revenue.

Mr. Carr made a suggestion to begin notifications of this change to golfers for December 1, 2014. Golfers will be given the option to pay 50% now and the balance is due by the end of February 2015.

- The **Twilight Pass holder** is a 7 days a week pass including green and cart fee after 1:00 p.m. The pace of play generally slows down. There are several issues of concern with twilight pass holders, i.e. rules and regulations of the course.

The proposal to maintain the Twilight Pass holder rate and charge a \$10.00 cart fee every time of play. In addition, provide an additional \$100.00 in range credit.

Mr. Colman expressed concerns about charging one group a cart fee and not the other groups.

Mr. Jacobs inquired about promoting a 9-hole rate at the golf course. Mr. Carr stated issues of concern regarding decreases in revenue, lack of control of play and increase monitoring.

- **Junior Passes**

Mr. Melesko inquired about resident play for Junior Passes. Mr. Jacobs is actively working on recruiting youth interest in golf. Currently, Mr. Jacobs with the assistance of the Men's Club have created a scholarship fund in the amount of \$5000.00. Bloomfield High School will assist with the recruiting efforts of students interested.

## **OTHER BUSINESS**

Mr. Carr informed the committee about golf cart leases. Management suggested rolling over the leases and evaluate the GPS system for potential cost savings. The current GPS package cost are \$52,000. There is value of having a GPS system available at a public golf course. It raises the integrity level of the course. Approximately, \$15,000 in food and beverage sales were ordered through the GPS system. However, there are several different systems available to keep control of carts, instead of a having a complete GPS system.

Mr. Carr will provide an update of GPS options at the next scheduled subcommittee meeting.

Mr. Carr stated that management was contacted by AT&T regarding the cell phone tower. The proposed site is at the end of the maintenance facility and would be designed as a flagpole.

Mr. Melesko reported that the Mr. Thom Hooper, Director of Planning expressed concerns about noise pollution and its effects of the neighbors residing by the proposed cell tower site. Mr. Melesko stated that an AT&T representative can present updated information at a subcommittee meeting if needed.

Mr. Carr stated that he was contacted by the Connecticut State Golf Association to host their USGA Junior Amateur Qualifier, Monday, June 22, 2015. The committee approved

Mr. Jacobs inquired about equipment leases ending in 2015. The walk behind mower and sprayer leases will end. Mr. Jacobs suggested to wait another year to acquire new leases. Mr. Carr stated

Mr. Melesko inquired about Capital Improvement budget for golf course. Long term projects have been submitted for clubhouse, carpeting, tree work etc. The golf course was always approved for \$50,000 each year for capital improvements.

## **ADJOURNMENT**

It was moved by Councilor Merritt and seconded by Councilor Seldon and voted unanimously to adjourn the meeting at 7:30 p.m.